

Travel and Tourism (TRT)

TRT 145 Cultural and Heritage Tourism

3 Hours

Prerequisites: TRT 150
3 hours weekly (3-0)

This class will promote the understanding and continuity of contemporary grassroots cultures in the United States. Students will examine traditions, folklore, and customs from various cultures across the nation as they relate to the tourism industry. Various aspects of site interpretation for the public will also be examined with an emphasis on appreciating the significance of tourism attractions and destinations.

TRT 150 Introduction to Hospitality and Tourism

3 Hours

Prerequisites: any TRT course
3 hours weekly (3-0)

This course is an introduction to the diverse aspects of the hospitality and tourism industries and the relationships between them. Students will examine the economic, social, cultural, and environmental impacts of each industry.

TRT 151 Visitor and Customer Services

3 Hours

Prerequisites: TRT 150
3 hours weekly (3-0)

This course will provide an in-depth look at both internal and external customers, their needs and wants, and how to satisfy those needs and wants. Students will also examine strategies for dealing with various customer situations, as well as the value and importance of a repeat customer.

TRT 152 Safety & Sanitation

1 Hour

Prerequisites: None
1 hour weekly (1-0)

This course is designed to provide students with the educational background needed to assist them in passing the Illinois Food Sanitation Examination, which is necessary for employees in food service establishments. Topics included are these: sanitation, health, microbiology, safe food handling practices, and the sanitation regulations and standards of the State of Illinois. The student's knowledge will be tested during the last class period through a state-administered examination.

TRT 153 Travel Geography

3 Hours

Prerequisites: any TRT course
3 hours weekly (3-0)

Students will examine America's major geographic patterns, diversity of environments, cultures, and economic activities within different parts of the nation.

TRT 250 Event Planning and Management

3 Hours

Prerequisites: TRT 150
3 hours weekly (3-0)

This course examines the planning process and provides the tools and strategies necessary to effectively organize, implement, and monitor all the products, services, service providers, and vendors that bring life to an event.

TRT 251 Tourism Product Integration

3 Hours

Prerequisites: TRT 150
3 hours weekly (3-0)

This course will examine product development and management within the tourism industry. Branding and packaging will be a strong focus of this course.

TRT 252 Entrepreneurship

3 Hours

Prerequisites: TRT 150
3 hours weekly (3-0)

This course will provide students the opportunity to develop entrepreneurial skills while creating their own tourism-related business plan.

TRT 254 Nonprofit Organization Management

3 Hours

Prerequisites: TRT 150
3 hours weekly (3-0)

This course is an introduction to the diverse aspects of the hospitality and tourism industries and the relationships between them. Students will examine the economic, social, cultural and environmental impacts to each industry.

TRT 256 Introduction to Marketing in Tourism

3 Hours

Prerequisites: TRT 150
3 hours weekly (3-0)

This course will introduce students to marketing practices within the hospitality and tourism industry. Basic marketing concepts will be examined as they relate to the industry.

TRT 258 Destination Management

3 Hours

Prerequisites: TRT 150
3 hours weekly (3-0)

This course is a comprehensive look at the tourism destination. Students will gain an understanding of what factors make a destination attractive to visitors, and what roles different businesses and organizations play within the destination, as well as how a CVB manages the tourism destination.

TRT 259 Crisis Management

3 Hours

Prerequisites: TRT 150
3 hours weekly (3-0)

Tourism is one of the fastest growing industries Worldwide. However, natural disaster and man-made crises continue to threaten the ever expanding industry. This course will introduce students to aspects of managing various crises within the tourism industry.

TRT 260 Internship

4 Hours

Prerequisites: TRT 150, BUS 110
20 hours weekly (0-20)

The goal of the internship is to provide practical experience by exposing students to systems of operations and management, as well as the philosophies and aims of a particular tourism agency. An internship is a training period as an employee in a business establishment. It is a period of observing, learning, and practicing.